

Consumer Spending Priorities - China - March 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Mintel has revealed that consumers’ current financial situation and how they expect their finances to shape up over the coming year are close to last year’s survey results. This means that overall spending sentiment has not been hit by the negativity in macro-economic indicators.”
– Summer Xia, Research Analyst

This report looks at the following areas:

- **Bursting two myths about spending**
- **Going beyond using Double 11 as a warehouse clearance sale**
- **How far can online shopping festivals go?**

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Consumer Spending Priorities - China - March 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Covered in this report

Executive Summary

Services become more important as a growth driver of the economy

Figure 1: Share of the contributions of the three strata to the increase of the GDP, China 2014-18

Income growth is still fundamental to maintaining consumer confidence

Figure 2: Growth in per capita income and expenditure, by urban and rural, China 2018

Consumer confidence hasn't really been hit by economic slowdown

Figure 3: Confidence in improving financial status over the next 12 months, 2014-18

Spending shifting from big ticket items to small indulgences

Figure 4: Attitudes toward spending – % any agree, 2013, 2016, 2018

Online shopping festivals are still important, but will also need to evolve

Figure 5: Attitudes towards shopping festivals, December 2018

What we think

Issues and Insights

Bursting two myths about spending

The facts

The implications

Going beyond using Double 11 as a warehouse clearance sale

The facts

The implications

How far can online shopping festivals go?

The facts

The implications

State of the Economy

GDP growth slowed down but there are mixed stories

Figure 6: Gross Domestic Product growth rate (vs the same period last year), China 2014 Q1-2018 Q4

Figure 7: Share of GDP growth contribution, China 2015-2018

Tax cut is going to ease household spending burden

Figure 8: Consumer Price Index, China January 2016-December 2018

Figure 9: CPI and per capita income growth, China 2016-18

Job market overall remains stable, though companies become more careful about hiring

Total consumer spending becomes more service-driven

Figure 10: Total retail sales of consumer goods, China 2008-18

Figure 11: Growth of per capita disposable income and expenditure, by urban and rural China. 2014-18

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Consumer Spending Priorities - China - March 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

2019: measured stimulus and flexible policy

The Consumer – What You Need to Know

Attentive to financial planning

While overall confident level remains the same, trends are different by demographics

Spend more and enjoy life

New trends in who decide what to buy

More shopping festivals but big spendings remain at the year end

Most satisfied purchases in 2018 Double 11: clothing, home and tech

Current Financial Status

Overall healthy, with signs of becoming more prudent

Figure 12: Current financial situation, 2016-18

Tier one cities more pressured to save

Figure 13: Current financial situation, by city tier, 2016-18

Generation 80s are less likely to save a lot

Figure 14: Current financial situation, by generation, 2017-18

Males are more likely to struggle to save

Figure 15: Current financial situation, by gender, 2016-18

Confidence in Improving Financial Situation

The majority are still confident...

Figure 16: Confidence in improving financial status over the next 12 months, 2014-18

...but different groups are feeling differently

Females are more optimistic than males

Figure 17: Confidence in improving financial status over the next 12 months, by gender, 2016-18

Confidence dampened most among business owners and civil servants

Figure 18: Confidence in improving financial status over the next 12 months, % saying very confident, by occupation, 2017-18

Attitudes towards Spending

Few would cut spending to improve financial status

Significant increase in willingness to spend on self-indulgence over the last five years

Figure 19: Attitudes toward spending, % any agree, 2013, 2016, 2018

Responsibilities of Spending in Households

Gender differences in responsibilities

Figure 20: Responsibilities of spending in different categories, by gender, December 2018

Independent younger generations

Figure 21: Responsibilities of spending in different categories, me, by generation, December 2018

Popular Online Shopping Festivals

More festivals, but Double 11 still dominates

Figure 22: Shopping festivals with highest spending, December 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Consumer Spending Priorities - China - March 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Most people think they have got the best deal

Figure 23: Attitudes toward online shopping festivals, "Purchases made on online shopping festivals have the greatest value for money", December 2018

Figure 24: Attitudes toward online shopping festivals, "Purchase decisions made during online shopping festivals are rational", December 2018

Most Satisfying Purchase on Double 11

Clothing, home and tech as most satisfying purchases, with Huawei being the most mentioned brand

Figure 25: Most satisfying purchase on Double 11, by category, December 2018

With a few exceptions, most satisfying brands are largely domestic brands

Figure 26: Most satisfying purchase on Double 11, by brand, December 2018

Males' purchases are more focused

Figure 27: Most satisfying purchase on Double 11, by category, by gender, December 2018

Women, high earners, and those born in the 70s are into small appliances

Figure 28: Most satisfying purchase on Double 11, Small appliances, by demographics, December 2018

Double 11 Heavy Spenders

Mid-income earners stand out in spending

Figure 29: Types of Double 11 spenders, by personal income, December 2018

Not just for low price but also for fun

Figure 30: Attitude towards Double 11, December 2018

Figure 31: Types of Double 11 spenders, by attitude towards Double 11, December 2018

Experience sharing adds to the thrill and joy of spending

Figure 32: Attitudes towards sharing shopping experience, "Sharing with friends about items bought on online shopping festivals is very fun", by types of Double 11 spenders, December 2018

Generation 70s feel less engaged

Figure 33: Attitudes towards shopping festivals, by generation, December 2018

Appendix – Methodology and Abbreviations

Methodology

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com